

## Message Text

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INFO OCT-01 NEA-10 ISO-00 EB-07 /018 R

DRAFTED BY COM/BIC/CAGNE/DRYAN/JR

APPROVED BY EB/OCA/CM/LKLIEFORTH

NEA/IAI/XVUNOWIC

COM/BIC/CAGNE/PBHALE

NEA/RA/GPAINE (INFO)

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P 122308Z JUL 76

FM SECSTATE WASHDC

TO AMEMBASSY TEL AVIV PRIORITY

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E.O. 11652: N/A

TAGS: BEXP, IS

SUBJECT: OCTOBER BUSINESS EQUIPMENT MINI-TRADE SHOW

REF: TEL AVIV 4510

1. MINI-TRADE SHOW CONCEPT IS NEW ONE FOR AREA AND IT IS ESSENTIAL FOR THE FUTURE SUCCESS OF THE PROGRAM THAT THE FIRST EVENT EARN OUTSTANDING MARKS. THIS SUCCESS WILL DEPEND ON PLANNING, INTENSE PUBLICITY CAMPAIGN TO ENSURE ATTENDANCE, AND A COMPLETE MERO SYSTEM. COMMERCE FORESEES SEVERAL OBSTACLES TO POST'S MOUNTING MINI-TRADE SHOW EVENT IN OCTOBER, NAMELY LACK OF LEAD TIME TO SOLVE PROBLEMS OF ASSEMBLING MERO SYSTEM, A HOLIDAY PERIOD DURING THE WEEKS IMMEDIATELY PRIOR TO THE SHOW, AND AS YET UNRESOLVED QUESTIONS REGARDING THE LEGALITY OF POST'S CHARGING PARTICIPANTS FEES TO TRADE CENTER SPIN-OFFS. THEREFORE, IN PLACE OF AN OCTOBER SHOW ON BUSINESS EQUIPMENT, COMMERCE PROPOSES TO SPIN OFF FROM THE TEHRAN BUSINESS EQUIPMENT SHOW 8-12 PARTICIPANTS WHO WILL COME TO ISRAEL FOLLOWING THE TEHRAN EVENT, ON A SHOW-AND-SELL TYPE OF TRADE MISSION.

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2. THERE ARE SEVERAL ADVANTAGE TO THIS APPROACH. FIRST, COMMERCE/CAGNE WILL UNDERTAKE RECRUITMENT FOR THE MISSION

FROM THE LIST OF TEHRAN PARTICIPANTS. ADDITIONALLY, COMMERCE FUNDS FOR THIS TYPE OF EVENT WILL BECOME AVAILABLE FOR EMBASSY USE TO MOUNT CAMPAIGN. COMMERCE WILL ENCOURAGES MISSION MEMBERS TO BRING ALONG AUDIO/VISUAL PRESENTATIONS AND OTHER SELLING PARAPHERNALIA SHORT OF ACTUAL MACHINERY AND EQUIPMENT. THIS WILL CIRCUMVENT PROBLEMS OF FREIGHT HANDLING FOR THE TIME BEING UNTIL A SYSTEM OF HANDLING EXHIBITS CAN BE DEvised.

3. AFTER PROBLEMS OF SETTING UP MERO SYSTEM ARE RESOLVED, COMMERCE SEES NO REASON WHY POST CANNOT PROCEED WITH PLANNED SCHEDULED OF MINI-TRADE SHOWS FOR FY 1977, IF THEY ARE LOCALLY PROCURED. COMMERCE WOULD BE AVAILABLE TO WORK WITH POST TO DRAFT GUIDELINES FOR FUTURE MINI-SHOWS FOR PLANNING AND PROCUREMENT, E.G., SETTING UP TIMETABLES FOR CAMPAIGN, MINI-PLANS PACKAGES, DEVISING A SYSTEM OF HANDLING EQUIPMENT SHIPPED TO TEL AVIV FOR SHOWS. IN THE MEANTIME, COMMERCE WILL CHECK ON POSSIBILITY OF POST'S CHARGING PARTICIPANTS CONTRIBUTIONS TO EXHIBITORS SPUN OFF FROM TEHRAN TRADE CENTER EVENTS.

4. FOLLOWING BY POUCH IS A LIST OF PARTICIPANTS FOR THE TEHRAN BUSINESS EQUIPMENT TRADE CENTER SHOW. AFTER YOU HAVE REVIEWED THE LIST OF PARTICIPANTS AND THEIR PRODUCTS, PLEASE REPLY TO CAGNE/Ryan BY PRIORITY CABLE WITH AN INDICATION OF WHICH OF THE 24 ARE YOUR FIRST PRIORITY EIGHT, YOUR SECOND PRIORITY EIGHT, AND MOST MARGINAL EIGHT. CAGNE WILL DIRECT RECURITMENT EFFORTS FOR ISRAEL EVENT ACCORDINGLY. KISSINGER

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 12 JUL 1976  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
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**Drafter:** BIC/CAGNE/DRYAN/JR  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
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**Original Handling Restrictions:** n/a  
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**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** 76 TEL AVIV 4510  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** schaeafaj  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 14 APR 2004  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <14 APR 2004 by ThomasVJ>; APPROVED <13 SEP 2004 by schaeafaj>  
**Review Markings:**

Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
04 MAY 2006

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** OCTOBER BUSINESS EQUIPMENT MINI-TRADE SHOW  
**TAGS:** BEXP, IS  
**To:** TEL AVIV  
**Type:** TE  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006